

AUTOMOBILES

BOON TO OWNERS OF AUTOS Studebaker Dealers in Several Large Cities Launch Service Plan.

TAUGHT HOW TO CARE FOR CARS

Something new has happened in the automobile world. It is a boon to the owners of new machines, especially to the man who is operating his first car. Studebaker dealers in Chicago, Detroit and several other large cities are instituting a periodical inspection of cars they sell. Working according to this systematic service plan, it has been proved in the places where it has been given a thorough trial that not only does the car receive adequate attention, but the new owner receives his motor education without damaging the machine.

The Studebaker systematic service plan has been rapidly taken up by Studebaker dealers in these populous automobile centers. While local conditions cause certain variations in it, in the main the plan is everywhere the same. The car is brought to the dealer on the appointed day and some over carefully. It comes in twice the first month and every thirty days thereafter for five months.

On an inspection sheet which gives at a glance what is done on each visit there are sixty-one operations to be checked off by the inspector. Thus both dealer and owner know that the car has been gone over thoroughly. The vital parts of the motor are inspected and adjusted, valves, carburetor and ignition system, wheel bearings, the steering system and the springs are greased and adjusted. Then there is a careful scrutiny of the electrical system, starter, motor generator, lights and wiring.

Where the owner has been neglectful, the fact is called to his attention. Thus he is educated to give his automobile proper care. When he buys his machine a card is given him on which appear the dates upon which he should bring it in. Several days before each of these, some dealers send post card reminders. The owner must adhere to the dates. Otherwise there would be congestion in the garage and delays annoying to owners. If a date is missed, a special engagement must be made.

Old Motor Cars Can Be Used for Various Kinds of Farm Work

Varied and almost unlimited uses can be made of the automobile, and more especially of automobiles that have passed their usefulness as pleasure or business vehicles, but may still, by proper handling, be of great convenience and a source of much profit to the farmer, and will in the future become a positive necessity on farms where the use of heavy machinery and tractors is impracticable, says a prominent Mitchell dealer in San Francisco.

This is amply proven by the wonderful performance of a Mitchell "W" on the forty-acre ranch of A. B. Hunter of Agnew, Cal.

This Mitchell car was built in 1900 and was run over 30,000 miles in the past service before being used for farm purposes.

Its first performance was pumping for irrigation, where it delivered 500 gallons per minute for seven consecutive days and nights without stopping the engine, thoroughly irrigating twenty acres of alfalfa. This was done at a cost of approximately \$1.00 for each twenty-four hours, fifteen gallons of gasoline and one and a half gallons of oil being used in this time.

Later in the season this same machine was used for plowing, harrowing, cutting and hauling alfalfa, and also for cultivating fruit trees and all other jobs usually performed by horses.

The only cost of changing the machine for the above work is the putting on of tractor tires, six inches wide, with grips six inches apart. These can be changed back to pneumatic tires and vice versa in about thirty minutes' time. About four acres can be plowed per day at a nominal cost.

BALANCE, NOT WEIGHT, MAKES TIRES GO FAR

What makes a tire give big mileage? This question is always the go-ahead signal for warm discussion among motorists and tire men. Users of tires are beginning to ask themselves this question and are looking for the correct answer with increasing insistence because they realize that it is possible to pay for needless materials in a tire.

As a matter of fact, mere extra weight of rubber will not give extra mileage. Neither will added layers of fabric necessarily add more miles of service. If an over balance of rubber is used, the carcass of the tire will give out long before the tread is worn down and the motorist finds several pounds of rubber on his hands which he cannot use—and which he paid many dollars for.

On the other hand, if extra piles of fabric are used in a tire they have to be paid for, but the tread will be gone long before the carcass, and the money for extra carcass is wasted.

The real, long mileage tire is the tire with perfect balance between carcass and tread so that as much or more mileage is given as an "extra thick" tire could give, without costing the motorist so much.

Along these lines an official of the B. F. Goodrich company makes these interesting remarks:

"Nobody picks a fat man to win a long distance race. It is the lithe, sinewy athlete, who leads the bunch. Goodrich tires are a first-class example of this principle worked scientifically. They are the tires in which the strength of the fabric and the toughness and resilience of the rubber tread are the factors in big mileage getting. Their striped-down, athlete qualities conserve materials and save the motorist money, both on first cost and ultimate cost, because of mileage delivered. In fact, extra rubber tread or extra

OMAHA AUTO SALESMAN WILL JOIN CHANDLER FORCES.



E. V. ARMSTRONG.

Mr. Armstrong, who for the last several years, was connected with the Ford Motor company has associated himself with B. E. Davis, Chandler six distributor in this territory. He holds the enviable record of having sold more cars at retail in and around Omaha than any other individual. Mr. Davis and the Chandler Motor Car company are to be congratulated upon securing the services of so genial and co-operative an assistant.

Mr. Armstrong, who for the last several years, was connected with the Ford Motor company has associated himself with B. E. Davis, Chandler six distributor in this territory. He holds the enviable record of having sold more cars at retail in and around Omaha than any other individual. Mr. Davis and the Chandler Motor Car company are to be congratulated upon securing the services of so genial and co-operative an assistant.

Gossip Along the Automobile Row

E. J. Wilson, familiarly known as "Studebaker Wilson," was seen driving a big Marmon 'steer' miles an hour up Farnam street last week. It was learned later that he has taken over the Marmon agency.

L. E. Doty received the sad news last week that the demand for Leo cars was four times as big as the supply and that his allotment of Roos this year would be limited accordingly.

Lee Huff, local manager of the Nebraska Buick company, is out in the state and when last heard from was preaching Buick gospel to the natives of Grand Island.

Ulfears, the Andrews Tractor man, has something big up his sleeve, but refuses to let the cat out of the bag until he

hears from Minneapolis, the home town of the Andrews Tractor. Well, we're waiting.

Guy L. Smith brings forth a very pretty evening display of the Hudson cars. After dark his entire salesrooms are indirectly lighted in a very soft green tint.

Lou Traynor received word last week that his allotment of the eight-cylinder Cole was on the way, and consequently he is expecting them to reach Omaha most any day. Mr. Frady, the big chief of the Cole factory, told Jack Traynor at the Des Moines show that the demonstrator to be used here was the tenth Cole eight turned out. The color, which was decided by a vote of all Cole dealers, is to be a solid black.

E. C. Rudisell, local manager of the Firestone Tire and Rubber company, spent last week out among country dealers and returned with a pocket full of orders.

L. L. Clark of the Noyes Auto company spent Tuesday and Wednesday of last week in Lincoln pushing the sales of the Kissel Kar. Looks like a big year, says he.

Auto Tops, Seat Covers, Dust Hoods, Curtain Lights and All Top Repairing

WESTERN AUTO TOP CO.

Phone Douglas 1915 20th and Harney Sts.

How much per— —DELIVERED Mile?

THAT'S the Tire Question in a Nutshell

Not—"how much does the Tire Cost"—"how much Rubber is in it"—"how many layers of Cotton fabric"—or "how many different Vulcanizings does it go through."

Because,—Results have shown that some of the Tires which have most Cotton, Rubber, Weight and stiffness, give much less MILEAGE and Resilience than other tires made lighter by more expert workmen, through more direct and precise Methods.

Nor is so-called "Mileage Guarantee" worth considering in purchasing of Tires.

Because,—no Tires are actually guaranteed to give definite Mileage, no matter what the surface reading may suggest.

Such "Guarantees" would be impracticable with the best Tire ever made, or that ever will be made.

—This, unless the Tire User could, in turn, guarantee the kind of roads over which he would always drive, the kind of driving his Chauffeur would always do, and the air pressure he would always carry on each Tire.

THE "Mileage Guarantee" is therefore a deceptive Misnomer. It does not guarantee given Mileage but is only a figure arbitrarily named "as a Basis for Adjustment" on Claims made for defective Workmanship or Materials.

Read any of these "Guarantees" that are printed (or have the verbal ones defined) and you will see that they don't guarantee anything except that the Maker alone shall decide everything such "Guarantee" is supposed to cover.

The larger the Mileage "Guarantee" the higher the price must the Maker charge, to cover (as with Life Insurance) the increased "risk" of replacing Tires that are reasonably sure to wear out, in considerable numbers, before they have given the "Guaranteed" Mileage.

The Careful Driver, over good roads and streets, would thus pay more than the Tire is worth, so that the Reckless Driver, or he who must continually drive over bad roads and streets, might get Mileage he is not entitled to, at the Careful Driver's expense.

THE Goodrich Safety Tread is the fairest-priced Tire, of similar Quality, in the field.—Ten to 30% lower than other Tires that give less Mileage on average performance, less effective Traction, with more Vibration, and greater tendency to separate the layers of Fabric and of Tread.

Compare the "Goodrich Safety" Mileage Cost with that of any other Tire in the field, and ACT on what the Comparison shows you.

Note the following table of comparative prices on non-skid tires. Columns headed "A," "B," "C" and "D" represent four highly-advertised tires:

Size	Goodrich Safety Tread	OTHER MAKES			
		"A"	"B"	"C"	"D"
30x3	\$ 9.45	\$10.55	\$10.95	\$16.35	\$18.10
30x3½	12.20	13.35	14.20	21.70	23.60
32x3½	14.00	15.40	16.30	22.85	25.30
34x4	20.35	22.30	23.80	31.15	33.55
36x4½	28.70	32.15	33.60	41.85	41.40
37x5	33.90	39.80	41.80	49.85	52.05

If you are charged less for any other make than Goodrich, they are taking it out of the tire; if you are charged more, they are taking it out of you.

THE B. F. GOODRICH CO., Akron, Ohio
Telephone Douglas 1917.

GOODRICH FAIR-LISTED TIRES

We carry a complete stock of GOODRICH TIRES

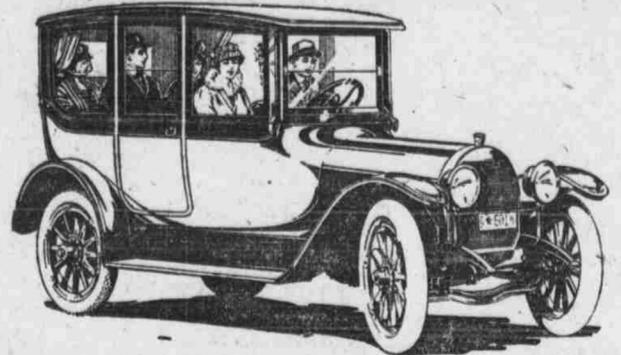
Omaha Tire Repair Co.

HENRY NYGGAARD, Prop.

2201 Farnam Street

Tyler 1552

Year Round Motoring With the All-Year KisselKar



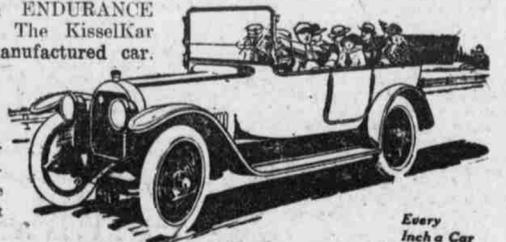
TO secure twelve months a year of the most enjoyable motoring buy an All-Year KisselKar—buy it now. The All-Year KisselKar is adaptable to all kinds of weather and there is no season that you will enjoy its Detachable Sedan Top more than at present. A little later—it is a matter of a few minutes to take the top off, yourself, without expert aid.

KISSELKAR

Your greatest expectations will be realized in the KisselKar. In LOOKS—a car to be proud of. In CAPABILITY—a power plant that simply eats up the hills. In RIDING COMFORT—unapproached. In ECONOMY—best because sturdiest and perfectly balanced. In ENDURANCE—that's the telling point. The KisselKar is built to last—it is a manufactured car.

See the New KisselKar Models

LET us show you the All-Year Car and other KisselKar models. They are great values.—the 36-Four, at \$1,450 and 42-Six at \$1,650. New catalog on request.



Every Inch a Car

Noyes Auto Co., 2236 Farnam St., Omaha, Neb.



DEALERS, the Light Car Situation is Solved

The Silent, Powerful Sphinx shown here is a real automobile—one that has passed the transitional stage, resolving itself into the strongest, most comfortable and beautiful light car ever produced—with most pronounced economies of operation and upkeep—and at a price made to fit the modest pocketbook.

Thousands of buyers are looking for just such a car—an honestly built and correctly designed automobile; a touring car—not a flimsy runabout—at a price within reason.

Put the Silent, Powerful Sphinx on exhibition—demonstrate it—go over the specifications with your prospective buyer—

In brief, introduce him to a touring car with Covert transmission, Spicer joints, Lycoming motor, Weston-Mott axles, Hyatt bearings, Schwarz wheels, Firestone Demountable Rims, Splitdorf ignition, Apco starting and lighting systems, and other standard parts in its make-up.

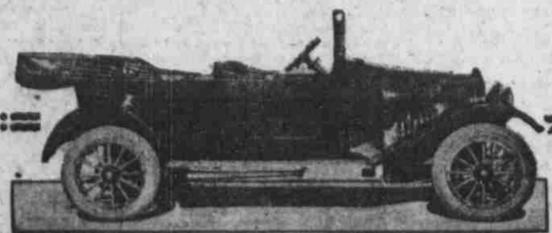
A touring car with electric starting and lighting systems—twenty-eight horse power—gasoline mileage, 20 per gallon—riding comfort assured by cantilever springs—and the scores of other features that stamp the Sphinx a high grade car of speed, power, comfort and silence.

Then say "\$695 as it stands."

This means a sale to every prospective buyer who wants service plus, and upkeep minus, embodied in a car with a got-at-able price.

Make a quick connection with us and assure yourself of permanent representation and territory. Our output will be limited to the capacity of the factory. Demand will quickly absorb this output. Beyond it we shall not go. Write for full proposition and liberal terms.

SPHINX SALES CO., 2518 Fannam Street
E. W. REYNOLDS, Manager



AN INVESTMENT THAT PAYS BIG DIVIDENDS A BEE WANT AD